FSC-102-B	6/17/98
SUBJECT:	1998 Third Quarter September Workplan Details

DISTRIBUTION:

X AVP	X KAM	X DM
X RSM	X AM	X RM
X RBM	X AE	___ Sales Rep
X ROM		___ Retail Rep

Objective: Communicate 1998 Third Quarter September Workplan Details.

Purpose: Ensure Field Sales executes promotions in timely manner.

The September packet contains the following:

Description:	**Page**
Third Quarter Workplan Summary	1
ROU Checklist - September	2
Selling Details- September "DORAL Price Check Jackpot" Promotions	3-4
September DORAL "Price Check Jackpot"" (Pack and CTS Partners) Logistics and Packing Instructions	5-6
September DORAL "Price Check Jackpot" (Supermarket Partners) Logistics	7
September DORAL 30¢/1 Pack DPC Logistics and Packing Instructions	8-10
September SALEM 30¢/1 Pack DPC Logistics and Packing Instructions	11-12
September SALEM Tear Tape 30¢/1 Pack Logistics & Packing Instructions	13-14
September VAP Promotion Timetable	15
Wholesale Partners - 1998 MSA Reporting Description (Jan-Sept)	Attachments A1-A5

Key Points:

- The new September workplan brochures are scheduled to arrive in ROUs week of August 3, 1998. Upon receipt, ROUs should immediately mail one (1) brochure each to all Managers, Sales Reps, Retail Reps and Cigarette Outlet Specialists.

- Ensure all Managers/Reps with direct account responsibilities receive updated copy of Attachments A1-A5, "1998 MSA Reporting Descriptions for Promotions." This report should be reviewed monthly with direct accounts to ensure they have correct reporting descriptions.

As usual, all workplan information should be treated as "confidential."

Program Contacts: Workplan Communication - Sharon Reid, extension #2584
WINSTON, SALEM - Lori O'Connor, extension #3019
CAMEL, MOONLIGHT - Kevin DeLury, extension #3466
DORAL - Evan Toulon, extension #6316

R. J. REYNOLDS TOBACCO COMPANY

51852 7275

Source: https://www.industrydocuments.ucsf.edu/docs/gtmn0000